



**WEWS**

# ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision     **307909 /**     **PUSA Action TV 10.30-11.06.12**

Original Date / Revision  
08/14/12    09/17/12

Agency Com    15%

Advertiser **Priorities USA Action**

Agency    **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE  
Washington, DC 20003-3021**

Product  
**PUSA Action TV 10.30-11.06.12**

Billing Contact  
**1322 G Street SE  
Washington, DC 20003-3021**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00

Estimate #           **1567**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic     A35+

Rev Codes          POL           POL           ISS

Product Codes   PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 94350

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	69	\$80,197.50	\$94,350.00	0.00
<b>Totals</b>	<b>69</b>	<b>\$80,197.50</b>	<b>\$94,350.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	69	\$80,197.50	\$94,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$750.00	P-1	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					5	\$750.00		0.00			
Week:		11/05/12	11/11/12	MT-----					2	\$750.00		0.00			
E 2	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$950.00	P-1	0.00	NM	6	\$5,700.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **307909**      Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    08/14/12/    09/17/12

Order Sep    00:20:00

Advertiser    **Priorities USA Action**

Product **PUSA Action TV 10.30-11.00** Estimate #    **1567**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$950.00	P-1	0.00	NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--					4	\$950.00		0.00			
Week:		11/05/12	11/11/12	MT-----					2	\$950.00		0.00			
E 3	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T- T---					2	\$950.00		0.00			
Week:		11/05/12	11/11/12	MT-----					2	\$950.00		0.00			
E 4	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T- T---					2	\$850.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00			
E 5	WEWS	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T- T---					2	\$850.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
E 6	WEWS	10/30/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- W- F--					2	\$1,600.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
E 7	WEWS	10/30/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T- T---					2	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 8	WEWS	10/30/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- WT---					2	\$850.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00			
E 10	WEWS	10/30/12	11/06/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T- TF--					3	\$1,400.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
E 11	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- W- F--					2	\$1,300.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
E 12	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T- T---					2	\$2,000.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
E 13	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **307909**      Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    08/14/12/   09/17/12

Order Sep    00:20:00

Advertiser    **Priorities USA Action**

Product **PUSA Action TV 10.30-11.00**

Estimate #    **1567**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TW-F--	3		\$2,500.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
E 14	WEWS	10/30/12	11/06/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTFSS	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$2,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
E 15	WEWS	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-T---	2		\$1,500.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
E 16	WEWS	10/30/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WT---	2		\$1,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,500.00		0.00						
E 17	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-T---	2		\$3,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
E 18	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$1,600.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,600.00		0.00						
E 19	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TW-F--	3		\$900.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
E 20	WEWS	11/03/12	11/03/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$650.00		0.00						
E 21	WEWS	11/03/12	11/03/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$900.00		0.00						
E 22	WEWS	11/03/12	11/03/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,600.00		0.00						
E 23	WEWS	11/03/12	11/03/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$650.00		0.00						

Contract / Revision 307909 Flight Dates 10/30/12-11/06/12

## Hiatus Dates

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser	<b>Priorities USA Action</b>	Product	<b>PUSA Action TV 10.30-11.00p</b>	Estimate #	<b>1567</b>
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													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 23	WEWS	11/03/12	11/03/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$650.00	P-1	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$650.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3	WEWS	10/29/12-11/04/12		Criminal Minds		1135p-105x	-----Sa--	:30		<del>(\$650.00)</del>	0.00	NM		
See MG 23.4														
[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
4	WEWS	10/29/12-11/04/12		SA 12a-1a CSI Miami Late		12a-1a	-----Sa--	:30		\$650.00	0.00	NM		
Ⓜ MG for 23.3 11/03														
E 24	WEWS	11/04/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$900.00	0.00						
E 25	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,600.00	P-1	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,600.00	0.00						
E 26	WEWS	11/04/12	11/04/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$3,000.00	0.00						
E 27	WEWS	11/05/12	11/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M-----	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$400.00	0.00						
Totals													69	\$94,350.00